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ABSTRACT

This C-SPAN guide helps teachers and students follow the presidential campaign process from September 1999 through January 2001. The guide features five components of a U.S. presidential campaign: (1) "Campaign Overview"; (2) "Campaign Kickoffs"; (3) "Primaries/Caucuses"; (4) "National Conventions"; and (5) "General Election." A teaching guide section with instructions on what to watch, what to learn, and what to discuss comes at the end of each campaign component. Monthly calendars with marked campaign events and instructions for "filing your story" are included. (BT)

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Campaign 2000 C-SPAN: Your Press Pass to C-SPAN'S Campaign 2000. Educators' Guide.

SO 031 265

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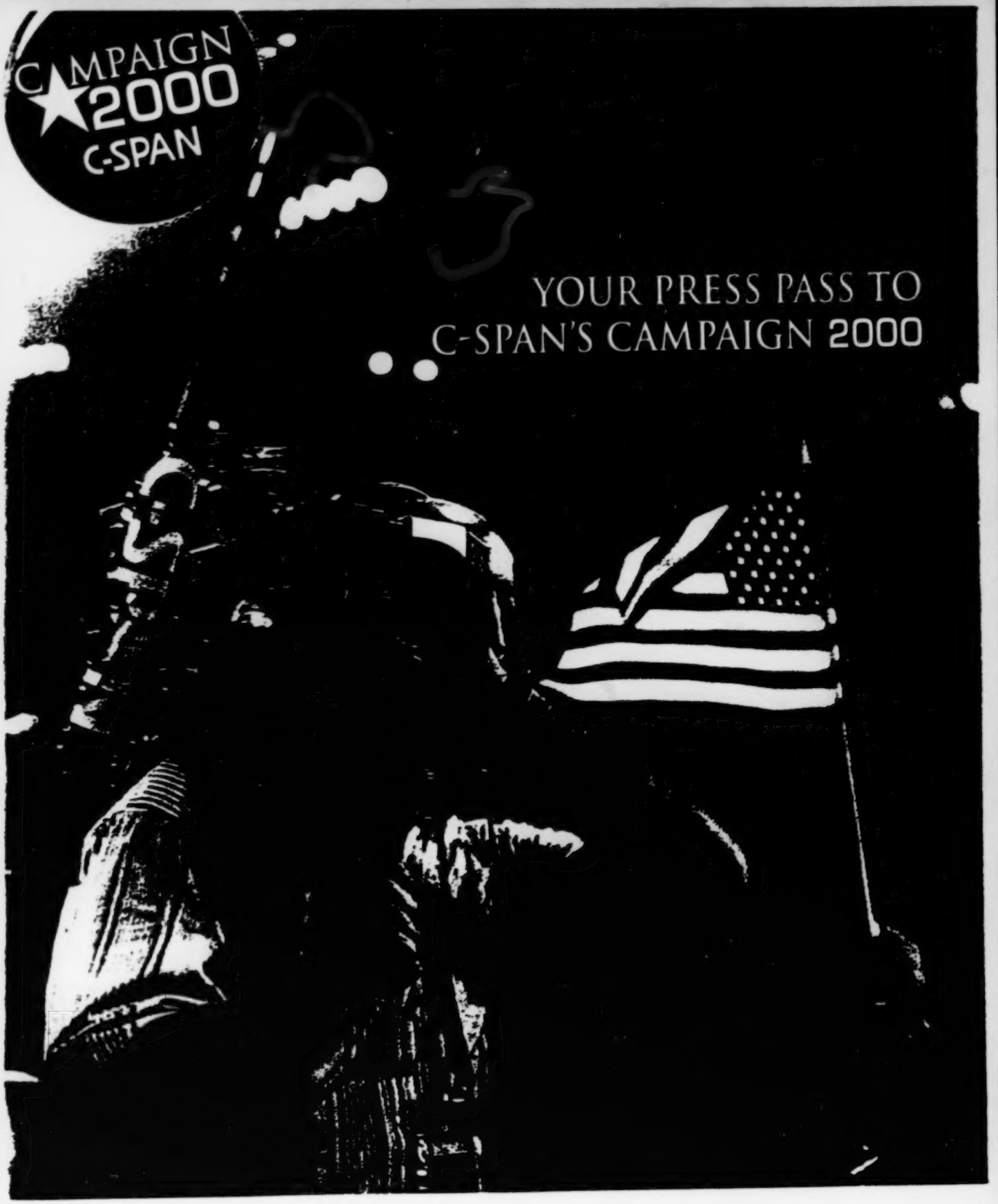


EDUCATORS' GUIDE

CAMPAIGN
2000
C-SPAN
YOUR PRESS PASS TO
CAMPAIGN 2000
4

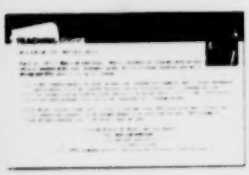
PRESS BRIEFING

HOW TO COVER CAMPAIGN 2000 IN YOUR CLASSROOM

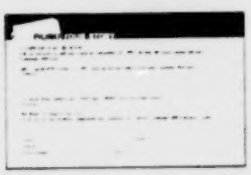
From campaign kickoffs to inauguration day, C-SPAN provides complete coverage of Campaign 2000. Use C-SPAN in your classroom to bring the presidential campaign to life. This guide helps you follow the campaign process from September 1999 through January 2001; it is divided into five aspects of a presidential campaign:

1. Campaign Overview
2. Campaign Kickoffs
3. Primaries and Caucuses
4. National Conventions
5. General Election

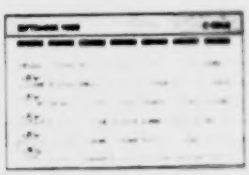
Plus, you'll find:



Teaching Guides. Designed to easily work with your curriculum.



Filing Your Story. Just mail back for a chance to win Campaign 2000 prizes.



Monthly Calendars. Campaign events are marked from September 1999 to January 2001.

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GET THE WHOLE STORY

WHERE DO I FIND COVERAGE OF CAMPAIGN 2000?

Watch the C-SPAN Networks

- C-SPAN and C-SPAN2 are dedicated to providing in-depth coverage of Campaign 2000 with candidate appearances on *Washington Journal*, live telecasts of debates, primaries and caucuses and complete election day coverage. Check **c-span.org** or call the schedule hotline at **202-628-2205** for details.

Follow *Road to the White House*

- *Road to the White House* offers extensive coverage of Campaign 2000 including candidate profiles, campaign fundraising events and more. Airs Sundays at 6:30-8 pm ET; re-airs 9:30 pm and 12:30 am, ET. Check **c-span.org** for detailed schedule information.

Find it at www.c-span.org

- C-SPAN's Campaign 2000 Web site has video available from C-SPAN's *Road to the White House*, archived from 1997 to the present. Use the search feature to find video of a candidate announcement, coverage of an issue or other campaign programming. You'll also find archived campaign advertising, links to candidates' homepages campaign resources and live online events.

C-SPAN Archives

- Call C-SPAN's Archives at 877-662-7726 or go to "Shop C-SPAN" at **www.c-span.org** to purchase a tape.

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CAMPAIGN OVERVIEW

1

Below are a few basic components of every campaign. Identify and follow them as Campaign 2000 unfolds.

1. **Campaign Advertising:** Paid political television advertising is the largest expense of a campaign. In 1996 President Bill Clinton and his Republican opponent Robert J. Dole spent a combined sum of $112.9 million on television advertising. There are many issues involved with campaign advertising such as negative campaigning, spin and the influence of political advertising on voters.

2. **Fundraising:** The ability to raise funds is an essential part of every campaign. Some studies have shown that candidates who are skilled fundraisers have a greater chance of winning. Candidates have various ways of handling the business of fundraising. Some candidates hire consultants to raise and dispense campaign funds. Public funding of presidential campaigns, designed to help give qualified candidates equal funding, is available to candidates who can raise matching funds. Candidates who accept public funding are limited in the amount they can spend on their campaigns. Federal election laws limit the contributions that individuals and groups can make to every candidate.

3. **Influence of Media Coverage:** Voters depend on the news and advertising media to receive the majority of their information about every candidate. Though the influence of media coverage on voters' choices is great, it is difficult to measure.

TEACHING GUIDE

ROLES OF THE MEDIA: SPIN

Watch on C-SPAN: *Road to the White House*—Observe candidates and campaign media advisors talking to members of the press. *Washington Journal*—Review newspaper headlines each day to discover how print media is covering the campaign.

Learn: In their communications to the media, advisors to the candidates may engage in "spin" or present information that is biased or slanted to favor the candidate. Reporters note this information as part of a campaign story, but balanced and unbiased print and broadcast reports must go beyond the spin. Watch C-SPAN to observe this process in action and learn about newspaper stories that include commentary from "campaign advisors."

Discuss: Should a reporter include "spin" in reports on campaign events? What steps can be taken to ensure that stories are balanced and unbiased? Use the dialogue samples on the **back of this card** and C-SPAN footage of campaign advisors presenting "spin" to the media to study the issue.

Extend the ***Roles of the Media: Spin*** **mini-lesson**

www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

ROLES OF THE MEDIA: SPIN

Discuss: Identify the words or phrases below that are slanted to favor the candidate. What follow-up questions can a reporter ask or what other sources offer information beyond the spin?

Dialogue 1
Reporter: "Was Candidate X happy with her performance in the debates?"

Campaign X spokesperson: "Absolutely. We feel she won the debate hands-down by sticking to the issues and outlining her views which are 100 percent in-line with the views of the American people."

Dialogue 2
Reporter: "Was Candidate Y happy with his performance in the debates?"

Campaign Y spokesperson: "We were very pleased that Candidate Y was able to speak directly to the people in the country and show himself to be the candidate with the most integrity, willingness to listen and ability to lead the country."

TEACHING GUIDE

FUNDRAISING: EARLY MONEY

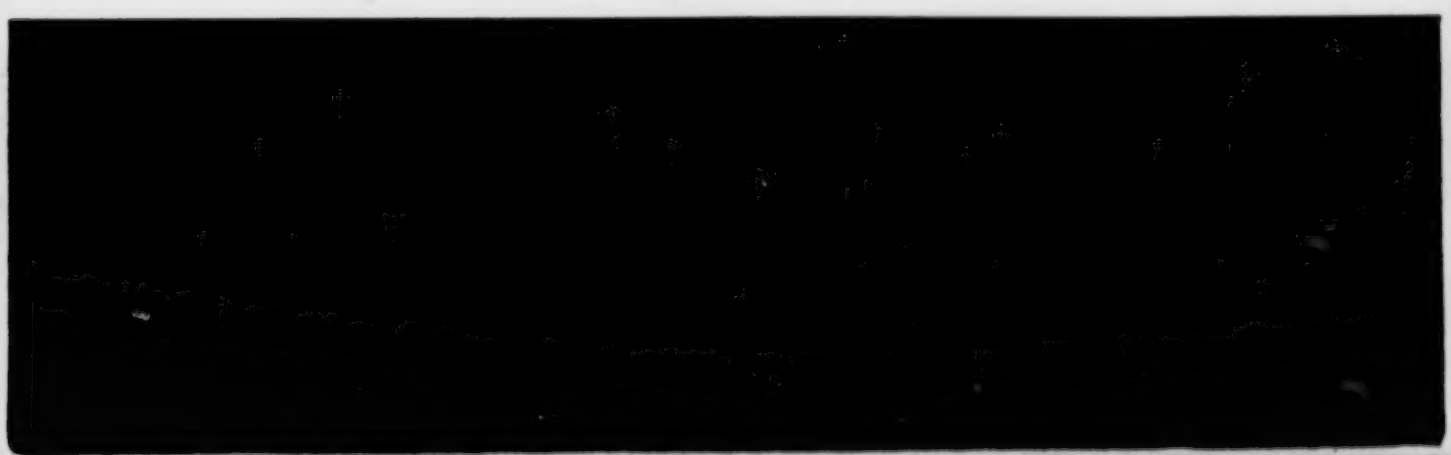
Watch on C-SPAN: *Road to the White House*—Videotape and show events featuring the costs of running a campaign including staff, communications, transportation, events and advertising. *Washington Journal*—View discussions of campaign news stories that focus on the candidates' fundraising efforts.

Learn: Watch C-SPAN and identify the financial aspects of a campaign. How much money does a candidate need to fuel a campaign? Why is it important for a candidate to raise money early in a campaign? Can you determine who the top fundraisers are by watching campaign events? How?

Discuss: What does the graphic on the **back of this card** imply about the relationship between the progress of fundraising and the progress of a campaign? What is the importance of "early money"—funds raised at the initial stages of a campaign?

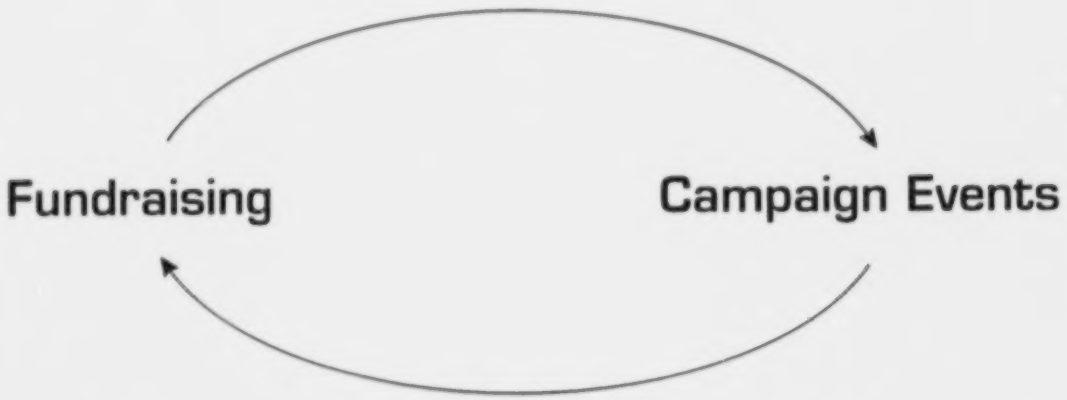
Extend the *Fundraising: Early Money* mini-lesson
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.



FUNDRAISING: EARLY MONEY

Discuss: What is the relationship between fundraising and campaign events?



TEACHING GUIDE

1

CAMPAIGN ADVERTISING: ISSUE ADS

Watch on C-SPAN: *Road to the White House*—Videotape and show compilations of the latest campaign advertisements.

Learn: Political parties and other organizations may produce advertisements advocating a particular issue or policy. Paid for by interest groups or political parties, the ads subtly support a candidate who is associated with the policy or stance. (See "soft-money" activity online to explore some of the financial reasons that shape issue ads.) Watch C-SPAN and identify some groups that are airing issue ads. Which candidates are the ads intended to support?

Discuss: What impact can issue ads have? Are they an effective campaign tool for organizations and candidates? Use the back of the card to design an issue ad that indirectly supports a current candidate.

Extend the *Campaign Advertising: Issue Ads* mini-lesson
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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CAMPAIGN ADVERTISING: ISSUE ADS

Discuss: Applying what you know about issue ads and the candidates, use the outline below to create an issue ad.

Issue:

Position:

Sponsoring organization:

Visual images:

Tag line:

Candidate supported indirectly by the ad:

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CAMPAIGN KICKOFFS

The candidate announcement is one of the first formal steps a candidate takes to launch a campaign. But long before a presidential hopeful steps up to the microphone, he or she first assesses the chances of winning. Forming exploratory committees, hiring polling organizations or informing the media about a potential run are common ways for candidates to gauge public reaction.

In Campaign 2000, candidates such as Governor George W. Bush, Elizabeth Dole, Bill Bradley and Vice President Al Gore established exploratory committees to raise funds, recruit staff and generally test the waters before announcing their candidacies.

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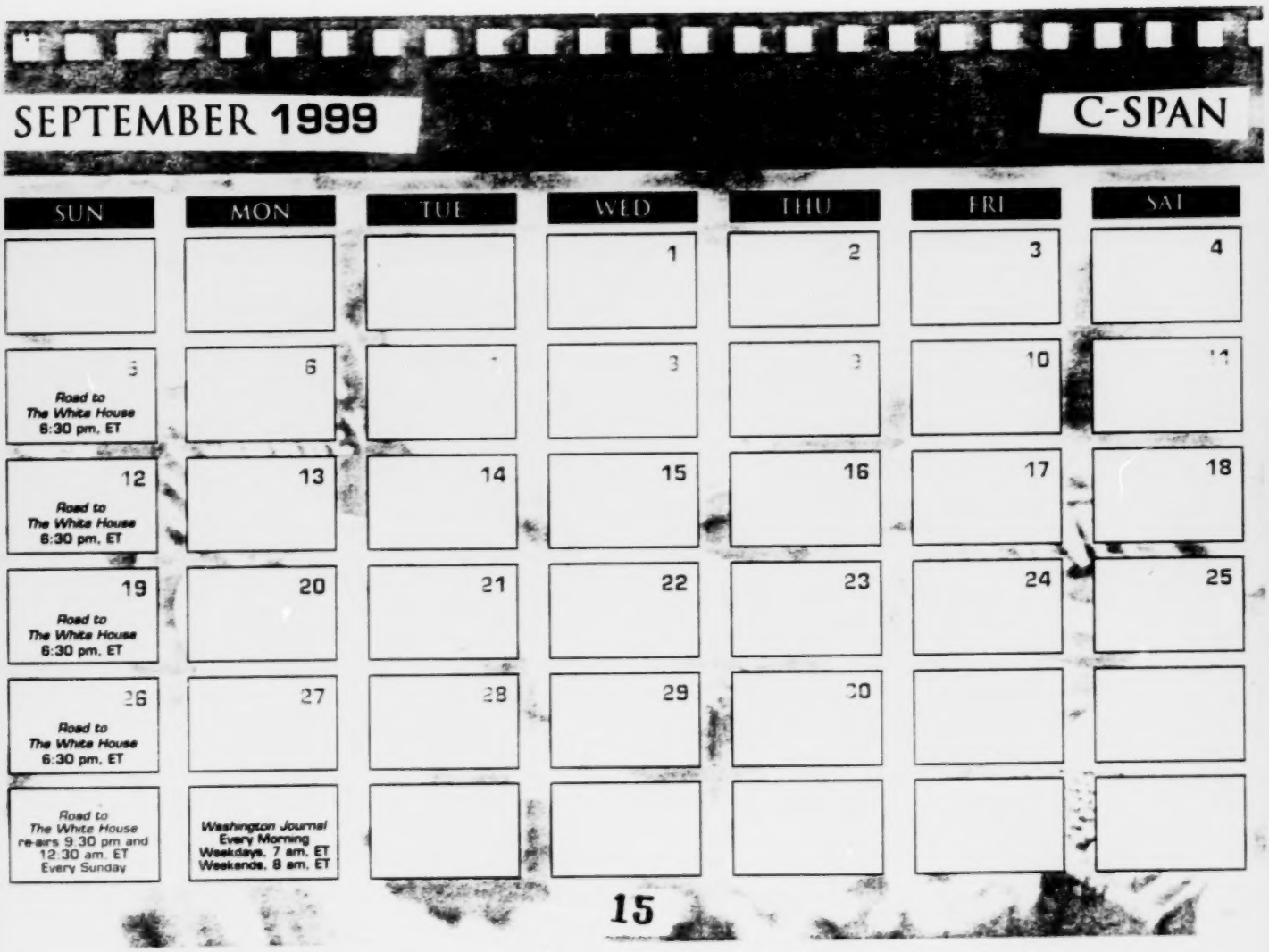
Behind the Scenes with C-SPAN

"We spent 10 hours covering Senator John McCain campaigning in New Hampshire. We fitted him with a wireless mike during a picnic fundraiser and a parade. It was hard to keep up with him. We had no idea what he would do. I trailed the Senator with another mike, picking up audio of people's conversations and reactions to him. Our goal is to cover the whole event, not just what a candidate says when he is on the platform."

—Andrew Peter Miller, C-SPAN camera technician



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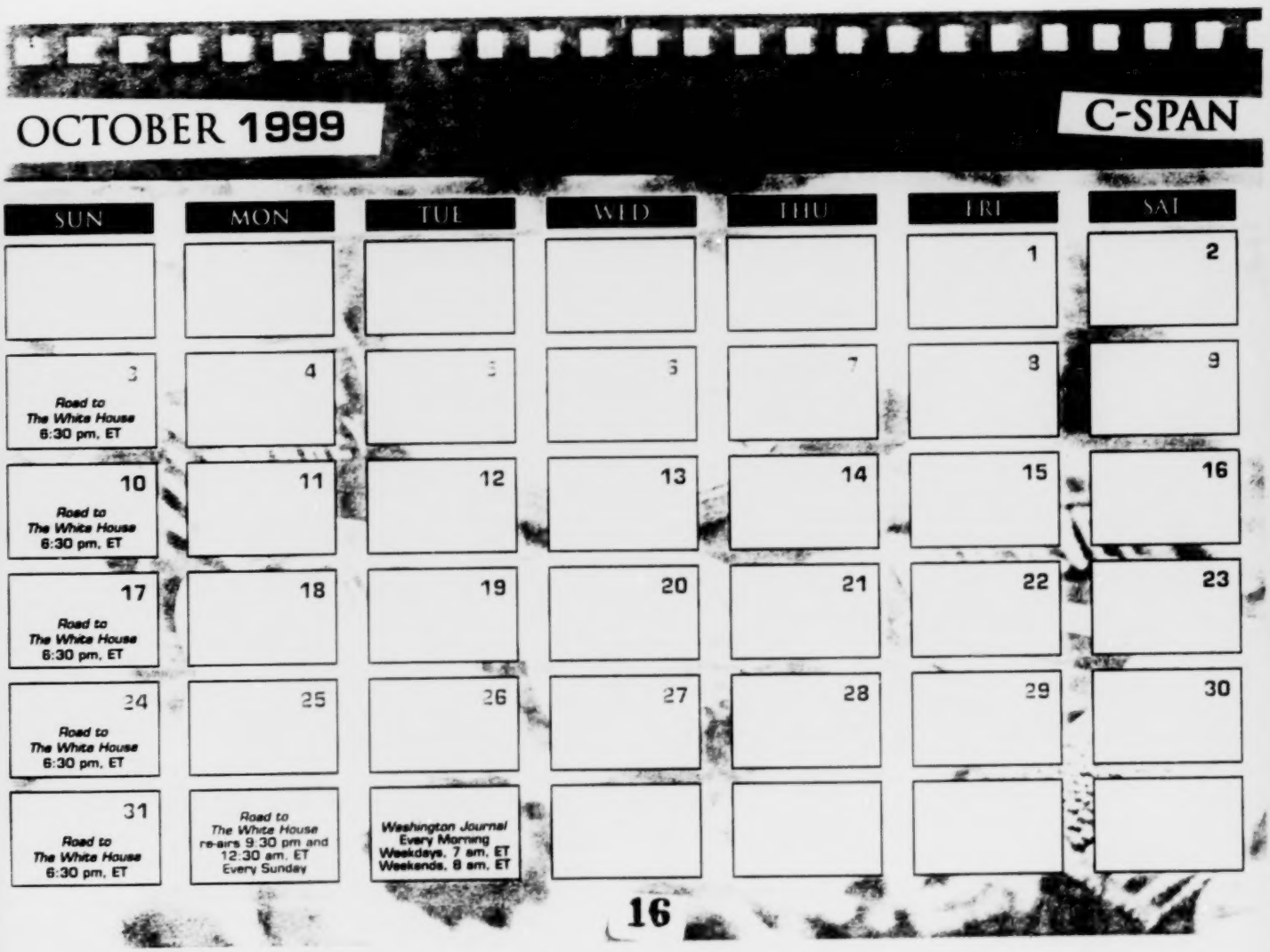

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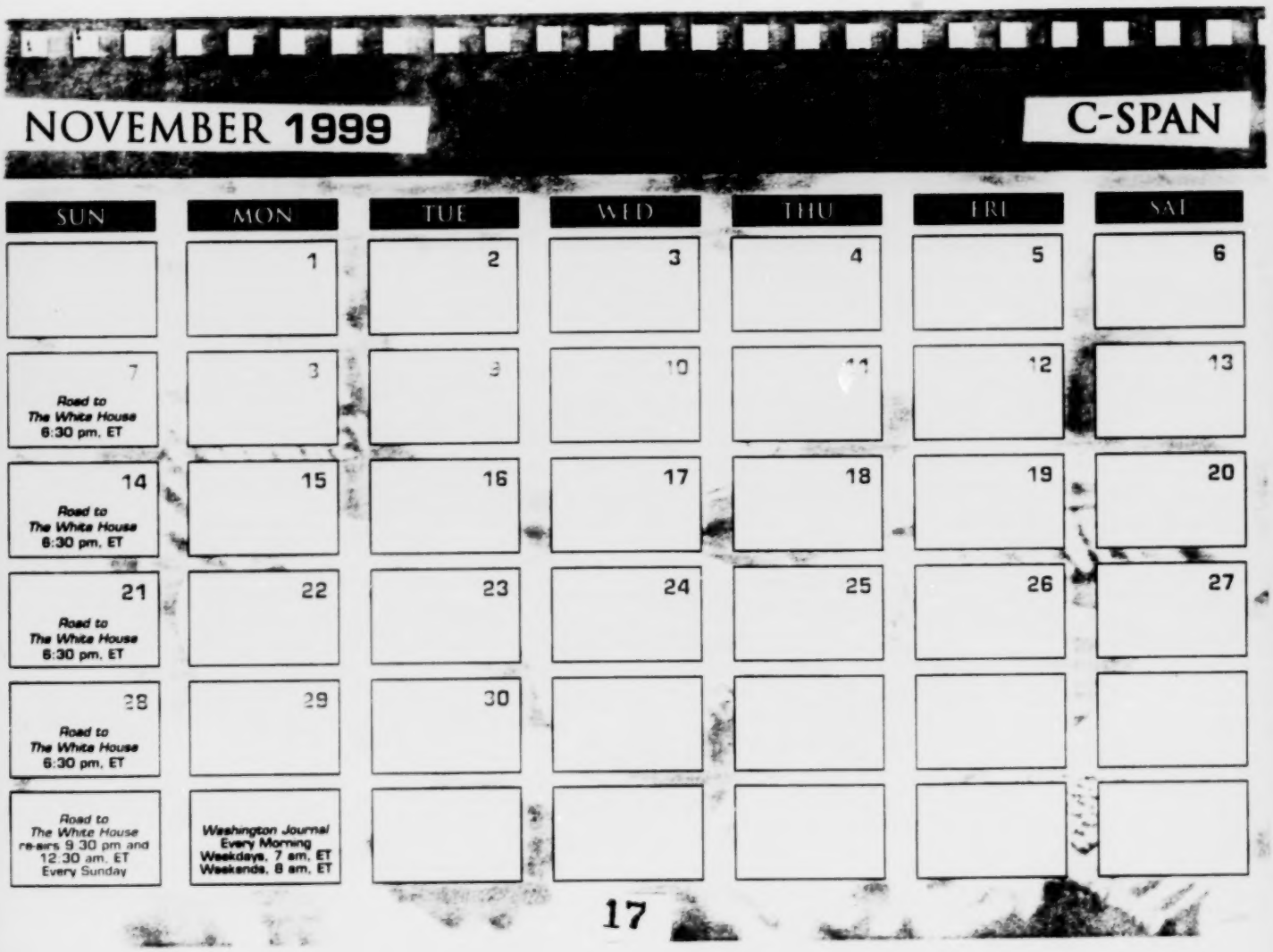

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DECEMBER 1999

C-SPAN

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5 *Road to The White House* 6:30 pm, ET	6	7	8	9	10 Filing Your Story Due	11
12 *Road to The White House* 6:30 pm, ET	13	14	15	16	17	18
19 *Road to The White House* 6:30 pm, ET	20	21	22	23	24	25
26 *Road to The White House* 6:30 pm, ET	27	28	29	30	31	
Road to The White House re-airs 9:30 pm and 12:30 am, ET Every Sunday	*Washington Journal* Every Morning Weekdays, 7 am, ET Weekends, 8 am, ET					

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TEACHING GUIDE

CAMPAIGN KICKOFFS: CANDIDATE ANNOUNCEMENTS

Watch on C-SPAN: *Road to the White House*—Review several segments of candidate announcements covered by C-SPAN and archived on C-SPAN's Campaign 2000 Web site, **www.c-span.org**.

Learn: Usually a candidate's plans to run are widely known before a formal announcement. So what is the purpose of a formal announcement? What decisions go into planning the big day? What can a candidate hope to accomplish? Consider two variables:

- the staging
- the candidate's speech

Discuss: How do the words used in the announcement speech and the staging—where and how it takes place—combine to grab the media and the public's attention at the outset of the campaign? Watch C-SPAN and use the guidelines on the back of this card to plan a campaign kickoff.

Extend the *Campaign Kickoffs: Candidate Announcements* mini-lesson
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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CAMPAIGN KICKOFFS: CANDIDATE ANNOUNCEMENTS

Discuss: Plan a campaign announcement; be sure that your staging complements your candidate's message.

Staging

- Where:
- People in attendance:
- Who introduces the candidate:
- Visible signs and symbols:

Message

What will the candidate address?

- Vision for the future:
- Issues:
- Experience:
- Qualifications:
- Other:

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TEACHING GUIDE

ISSUES: DEFINING THE DIFFERENCES

2

Watch on C-SPAN: *Road to the White House*—Videotape and view events, commercials and interviews in which candidates lay out their agendas and positions.

Learn: At this stage in the campaign, candidates may offer detailed policy statements, outline general positions or decline to take a stand on an issue. Watch C-SPAN to observe the ways in which candidates make their own views known. How are candidates addressing issues? Will their approaches change as the campaign progresses?

Discuss: How can voters discover the sometimes subtle differences between various candidates' views on an issue? Choose one issue that at least two candidates within the same party have placed at the top of their agendas. Use the diagram on the **back of this card** and C-SPAN to keep track of the way each candidate defines the issue. To whom is the issue addressed and in what manner does the candidate address it?

Extend the *Issues: Defining the Differences* **mini-lesson**
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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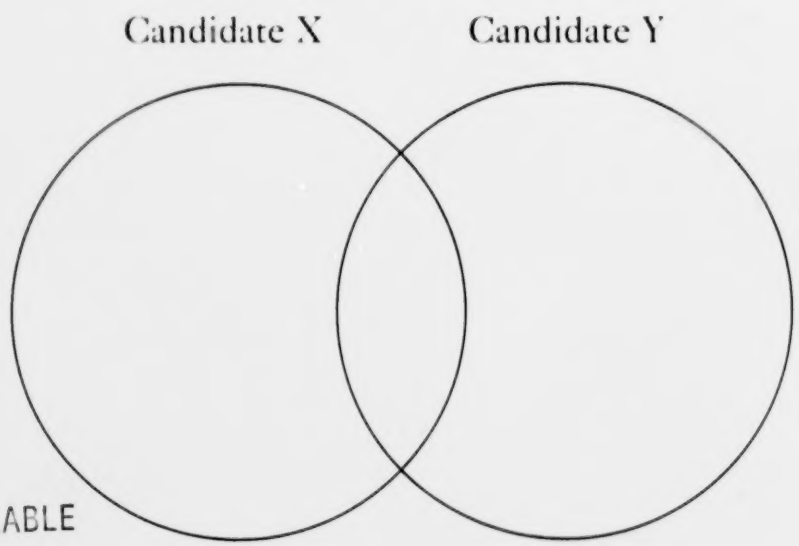
ISSUES: DEFINING THE DIFFERENCES

Discuss: Use the diagram to take notes on the similarities and differences in the way two candidates define one issue.

Issue:

Audience:

Candidates Solution:



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TEACHING GUIDE

VOTER APPEAL: DEMOGRAPHICS

Watch on C-SPAN: *Road to the White House*—Videotape and show events featuring candidates meeting and talking with constituent groups. *Washington Journal*—View discussions of campaign news stories that focus on segments of the voting population and the impact these demographic groups are having on the campaign.

Learn: Candidates must appeal to different people. These demographic breakdowns can be simple—male or female—or more complex like "soccer moms" or retirees. Watch C-SPAN and identify some demographic groups that candidates or the media have identified as being key to a successful campaign. What are candidates doing to reach out to these people?

Discuss: Can candidates tailor a campaign message or event to one segment of the population? Should they? Why or why not? Use the back of this card to test students' theories.

Extend the *Voter Appeal: Demographics* mini-lesson
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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VOTER APPEAL: DEMOGRAPHICS

Discuss: How can one candidate craft a consistent policy statement that appeals to several demographic groups?

Issue: Military funding

Demographic Groups:

- Veterans
- People in states with military bases
- People in states without military bases
- "Doves" or people who are inclined against military build up
- "Hawks" or people who are inclined to favor military build up
- Families
- Military personnel
- Women

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FILING YOUR STORY

CAMPAIGN KICKOFFS

Fill out this postcard and mail it back by **December 10, 1999**. The first 100 correct entries will win a Campaign 2000 prize.

Question: As of November 15, 1999 **c-span.org** provides links to how many candidate Web sites?

Answer: _____

_____

_____

_____

Question: What channels are C-SPAN and C-SPAN2 on in your cable system?

Answer: _____

We Want To Hear From You.

Please give us your feedback, suggestions and comments on C-SPAN's Campaign 2000 Educators' Guide.

_____

_____

_____

Name _____ School _____

Address _____

Phone number _____ e-mail _____

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PRIMARIES AND CAUCUSES

Most states use primaries to allow voters a say in nominating a candidate for the presidency. Voters cast their ballots for their preferred candidate or a delegate who represents that candidate. The outcome of a primary indicates to party leaders, the media and the public the chance each candidate has to become president. Therefore, it is important that a candidate do well in the early primaries like the New Hampshire primary.

Today, primaries are the main way to nominate a candidate. Caucuses—meetings where party members gather together to nominate a candidate—have become less important. Caucuses usually involve a series of meetings held over weeks or months and the participants are a smaller, select group of party members. Both the Democratic and Republican parties have their own rules governing caucuses and operation of the caucuses changes from state to state.

Behind the Scenes with C-SPAN

"We were following Governor Bush as he was campaigning in New Hampshire. Bush stopped at a lemonade stand where a little boy was selling 'Lone Star Lemonade.' We were the only camera crew there. Covering it from start to finish."

—Lisa Price, C-SPAN Camera Technician.

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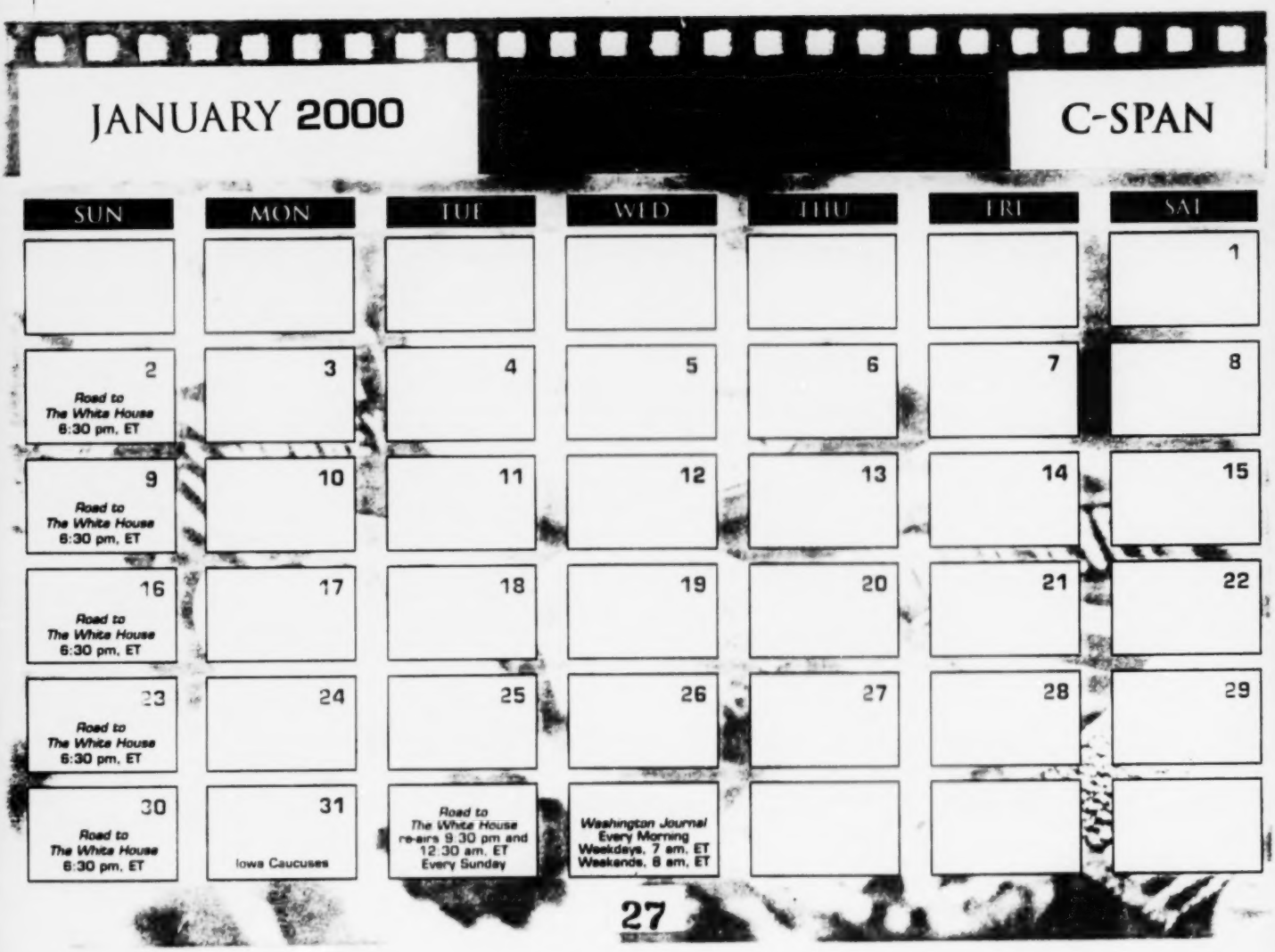

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FEBRUARY 2000

C-SPAN

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6 *Road to The White House* 6:30 pm, ET	7	8 New Hampshire Primaries	9	10	11	12
13 *Road to The White House* 6:30 pm, ET	14	15	16	17	18	19
20 *Road to The White House* 6:30 pm, ET	21	22	23	24	25	26
27 *Road to The White House* 6:30 pm, ET	28	29				
Road to The White House re-airs 9:30 pm and 12:30 am, ET Every Sunday	*Washington Journal* Every Morning Weekdays, 7 am, ET Weekends, 8 am, ET					

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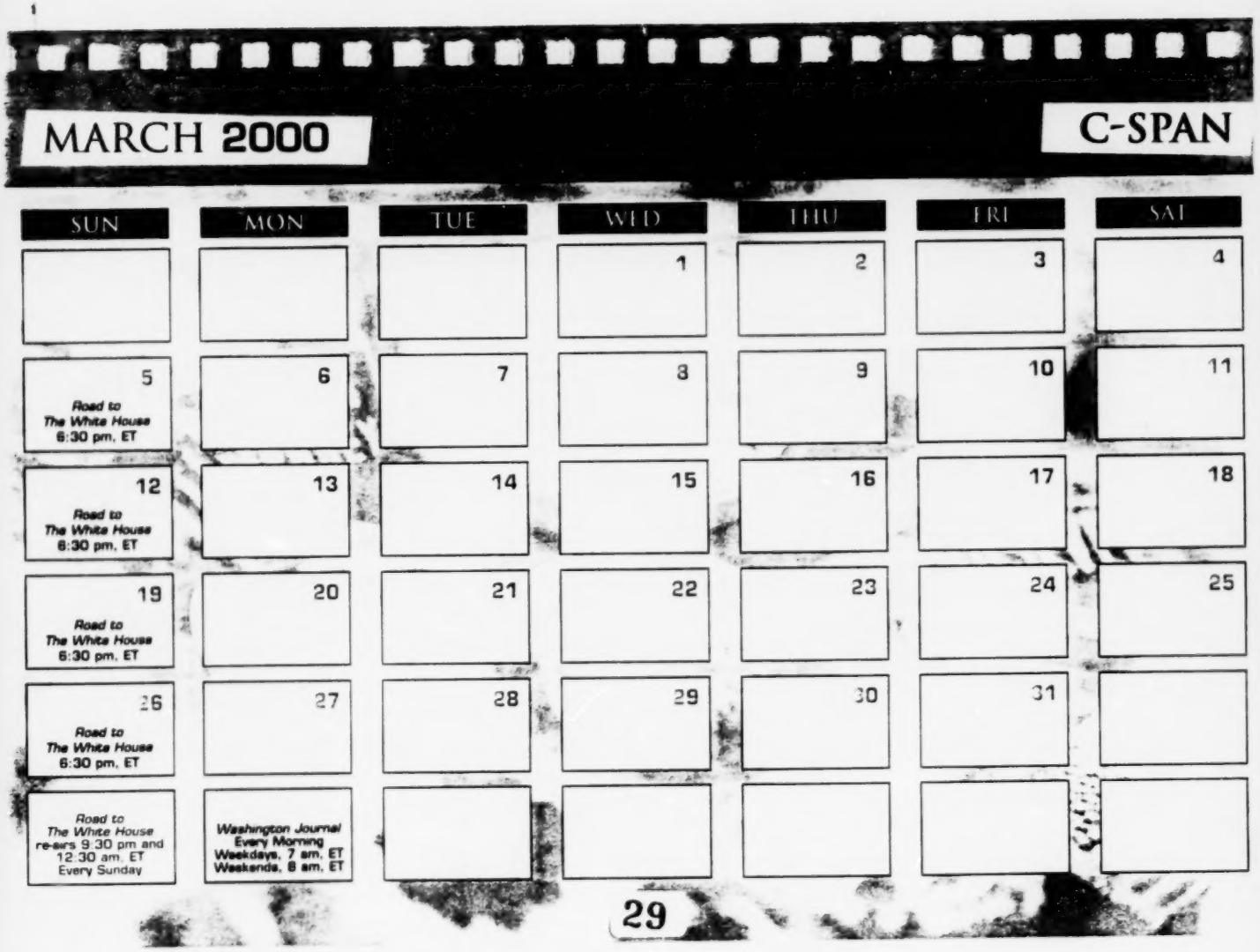

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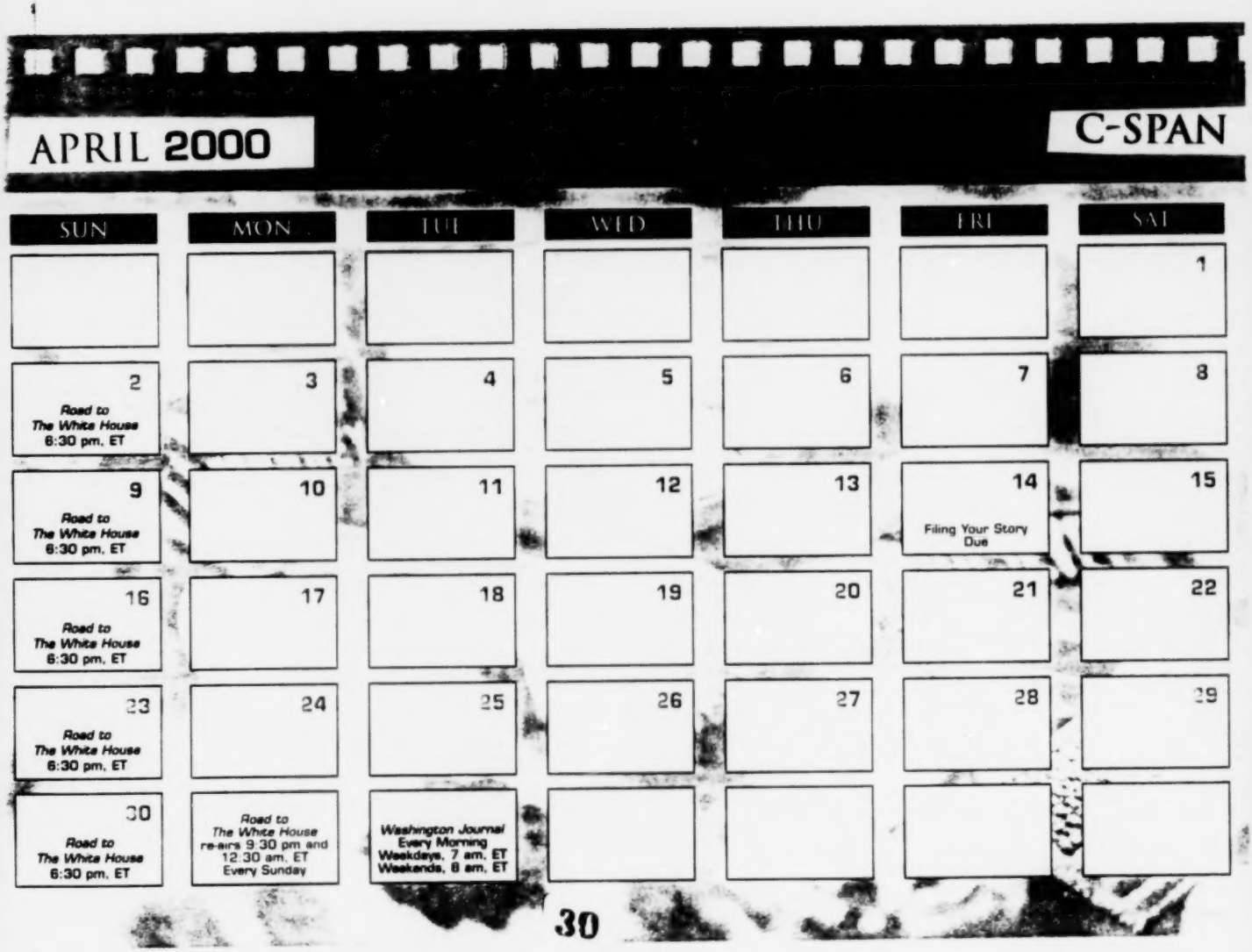

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MAY 2000

C-SPAN

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7 *Road to The White House* 6:30 pm, ET	8	9	10	11	12	13
14 *Road to The White House* 6:30 pm, ET	15	16	17	18	19	20
21 *Road to The White House* 6:30 pm, ET	22	23	24	25	26	27
28 *Road to The White House* 6:30 pm, ET	29	30	31			
Road to The White House re-airs 9:30 pm and 12:30 am, ET Every Sunday	*Washington Journal* Every Morning Weekdays, 7 am, ET Weekends, 8 am, ET					

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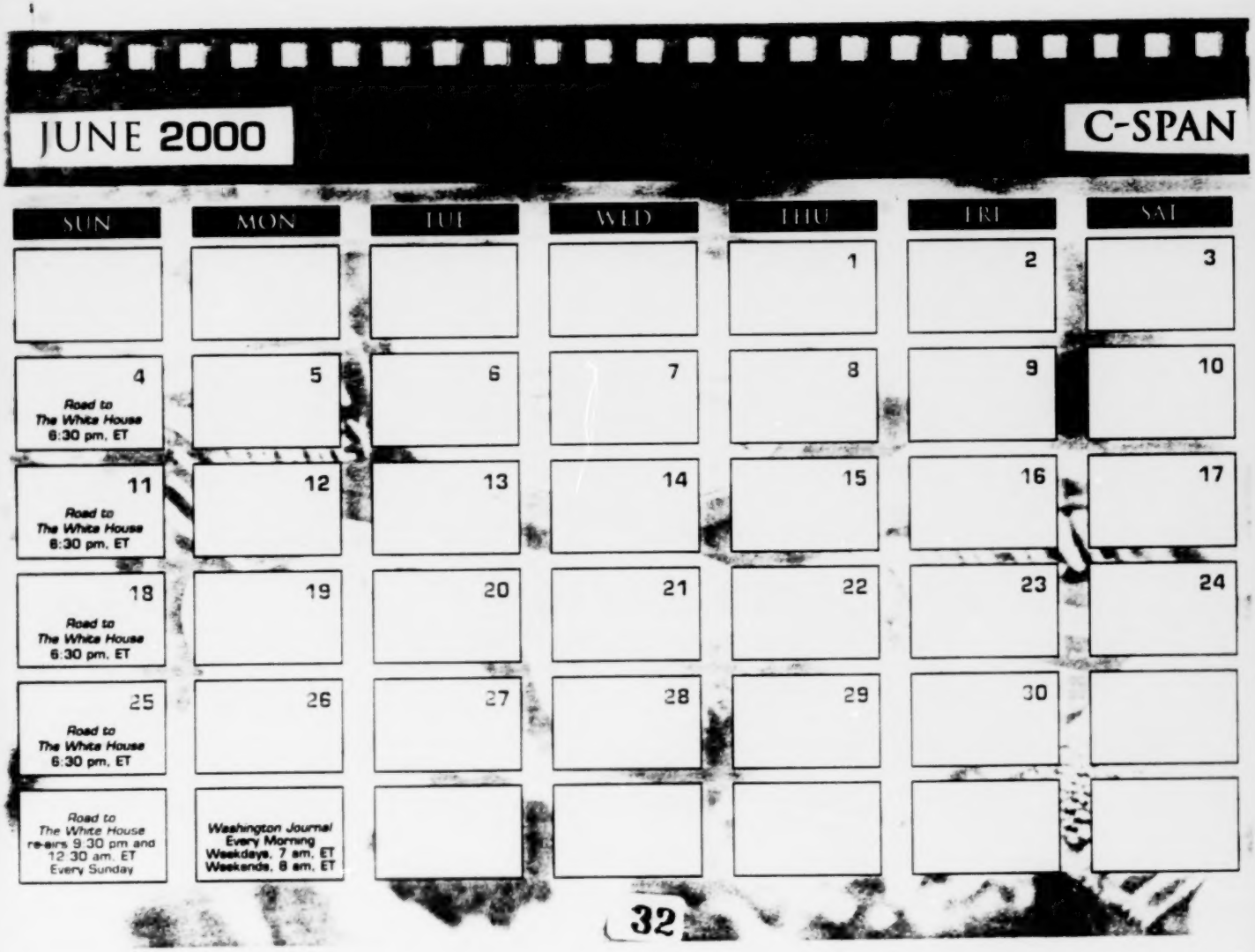

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TEACHING GUIDE

PRIMARIES AND CAUCUSES: STATE BY STATE

Watch on C-SPAN: C-SPAN airs the Iowa caucuses—the first in the nation—LIVE and re-airs them during *Road to the White House*. Throughout the presidential primary season, C-SPAN covers candidate events, reviews election results and airs news broadcasts reporting election results from communities across the country. *Washington Journal*—View discussions of upcoming primary contests and analysis of election results.

Learn: Today, national parties apportion a number of delegates to each state. Then, voters in almost all states select delegates to national party conventions through primary elections and caucuses. State contests take place from February through June of election year. Refer to the **back of this card** for the month by month break down; see **www.c-span.org/classroom** for the primary or caucus date and delegate apportionments for each state.

Discuss: What significance do early contests have over those held later in the season? Why would party leaders cluster several state elections on the same day? How does the schedule of the primary season influence the campaign strategies of the candidates? At what point will a candidate drop out of the presidential race? Use the information on the back of this card and C-SPAN's programming to track the primary elections and analyze the results.

Extend *Primaries and Caucuses: State by State* mini-lesson
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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PRIMARIES AND CAUCUSES: STATE BY STATE

Discuss: Track the state primaries and caucuses throughout the primary season: how does the calendar itself affect the momentum of the campaigns?

February: Arizona, Delaware, Iowa, New Hampshire, North Dakota, South Carolina, Washington
March: California, Colorado, Connecticut, Florida, Georgia, Illinois, Louisiana, Maine, Maryland, Massachusetts, Mississippi, Nevada, New York, Ohio, Oklahoma, Oregon, Rhode Island, Tennessee, Texas, Utah, Vermont, Wyoming
April: Kansas, Minnesota, Missouri, Pennsylvania, Wisconsin
May: Alaska, Arkansas, District of Columbia, Idaho, Indiana, Kentucky, Nebraska, North Carolina, West Virginia
June: Alabama, Montana, New Jersey, New Mexico, South Dakota
Dates to be announced: Hawaii, Michigan, Virginia

What's at stake:
Democratic Party: 4,365 total delegates (2,183 needed to win the nomination)
Republican Party: 1,953 total delegates (976 needed to win the nomination)

See **www.c-span.org/classroom** for specific primary and caucus dates, the number of delegates apportioned to each state and a chart with which you can track the candidate's accumulation of delegates throughout the primary season.

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TEACHING GUIDE

C-SPAN CREW CALL: VIDEO VERITE

Watch on C-SPAN: *Road to the White House*—C-SPAN follows candidates, showing a full range of campaign activity.

Learn: Watch some of C-SPAN's campaign coverage called, video verite, or "truth in video." C-SPAN camera crews take steps to ensure that the programming C-SPAN airs is as close to the "truth" or what one would see in person, as possible. Guidelines for camera angles, lighting and sound govern the taping in settings and circumstances that often aren't ready-made for the presence of camera crews.

Discuss: Review the guidelines on the **back of this card** and see how they're put to the test on C-SPAN. Evaluate the success of C-SPAN's video verite segments. How is the crew doing? Do you feel as if you are watching what really happened on the campaign trail?

Extend the *C-SPAN Crew Call: Video Verite* mini-lesson
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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C-SPAN CREW CALL: VIDEO VERITE

Guidelines:

- Focus cameras on the audience as well as on the candidate.
- Use the cameras as a mirror to reflect the entire physical layout of an event.
- Provide context with a shot of the town or a building where an event is taking place.

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FILING YOUR STORY

PRIMARIES AND CAUCUSES

Fill out this postcard and mail it back by **April 14, 2000**. The first 100 correct entries will win a Campaign 2000 prize.

Question: Circle one of the following. When and where did you see this on C-SPAN?
Media Issues Advertising Fundraising

Answer: _____

_____

_____

Question: What channels are C-SPAN and C-SPAN2 on in your cable system?

Answer: _____

We Want To Hear From You.

Please give us your feedback, suggestions and comments on C-SPAN's Campaign 2000 Educators' Guide.

_____

_____

Name _____ School _____

Address _____

Phone number _____ e-mail _____

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NATIONAL CONVENTIONS

The national party conventions are huge media events where thousands of delegates convene to officially nominate their party's candidate. State delegates are chosen to attend national conventions in a variety of ways including primaries and caucuses. By the time delegates gather at their conventions, nominees have already been chosen through state primaries and caucuses. The convention provides a platform to declare their party's nominee and vice presidential running mate. Another important purpose of the convention is for delegates to decide upon the party platform or statement of issues. The party platforms and the choice of nominees are both announced with much fanfare at the conventions.

Behind the Scenes with C-SPAN

"National conventions are exciting events to cover. But we make sure not to get too swept up in the emotion of the event. We don't want to misrepresent anything. For example, if only a few people are crying in reaction to a speech, we won't focus solely on them. We try and show the whole crowd."

—Eric Hansen, C-SPAN Crew Chief

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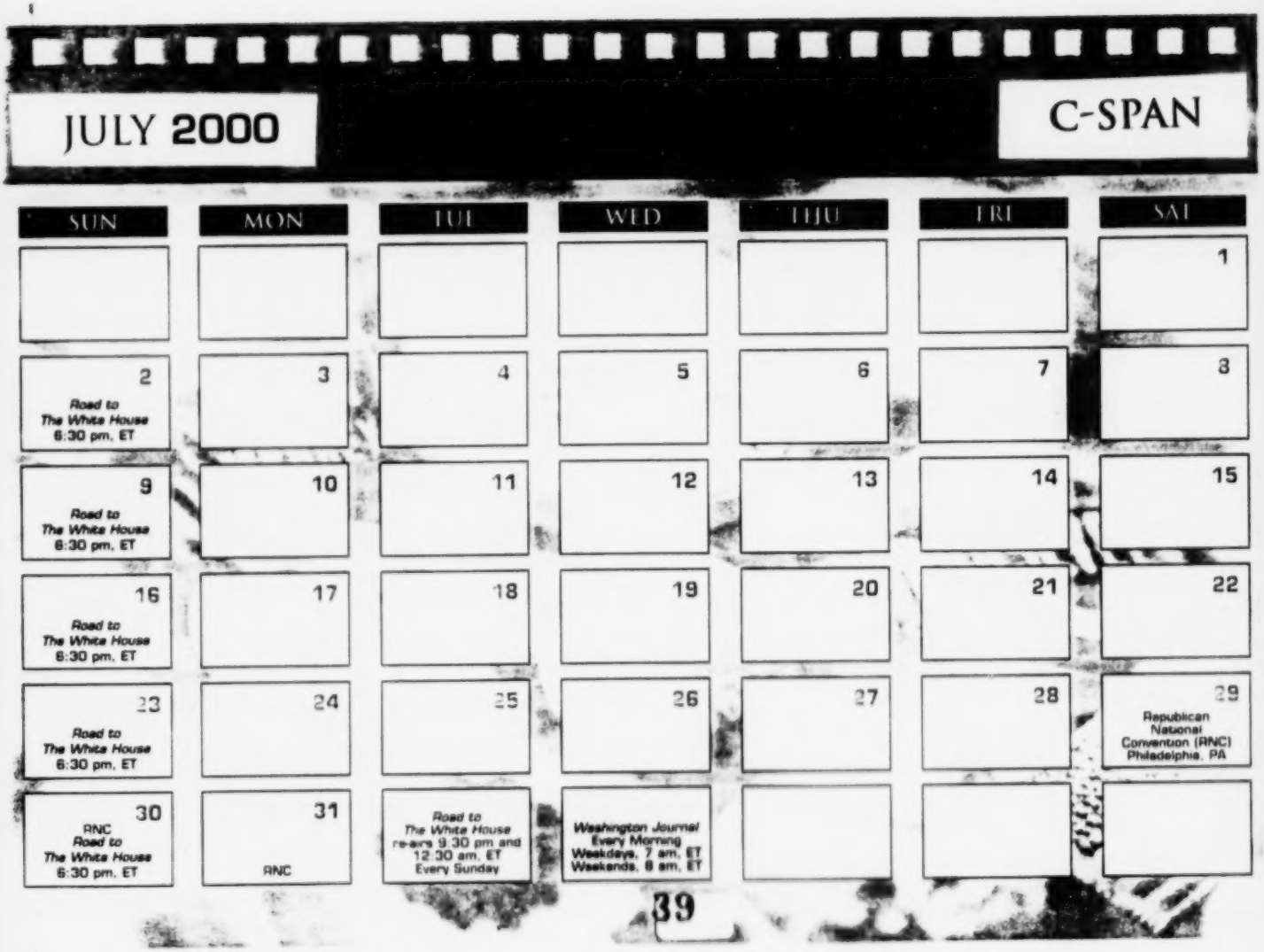

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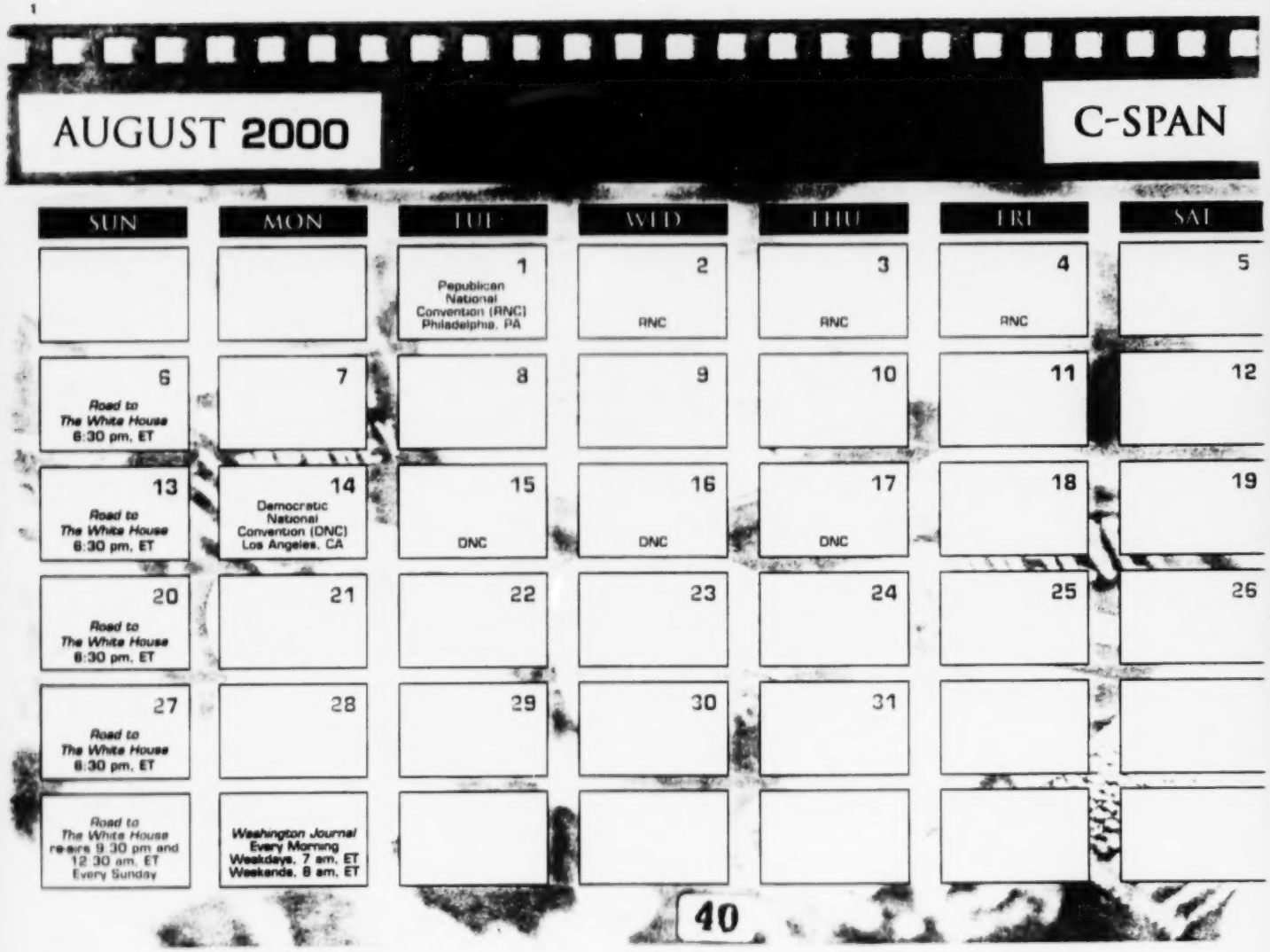

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TEACHING GUIDE

NATIONAL CONVENTIONS: MY CONVENTION JOURNAL

Watch on C-SPAN: C-SPAN airs national convention events LIVE in their entirety, without editing or commercial interruption.

Learn: The national party conventions build party unity and declare the party platform to a national audience. Watch three types of events on C-SPAN:
1) "scripted" or planned speeches, tributes and videos;
2) working sessions in which party members convene in committees or before the press to debate and discuss the platform; or
3) behind-the-scenes coverage of preparation, history or news.

Discuss: What can voters learn from the convention events? Which events provide new information about the strength of the party, the party platform and the nominee's qualifications? Use the schedule on the **back of this card** and C-SPAN coverage to create a first person reflection or journal on various convention events.

Extend the *National Conventions: My Convention Journal* mini-lesson
www.c-span.org/classroom
- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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NATIONAL CONVENTIONS: MY CONVENTION JOURNAL

Discuss: Make predictions about what you can see on C-SPAN's convention coverage using the following sampling of events.

- Platform Committee meeting: Social Security Reform
- Platform Committee meeting: Immigration
- Balloon drop preparation
- A tour of the convention site
- Platform Committee chair press conference
- Party members protest of a platform position
- Speech by prominent governor
- Speech by prominent celebrity
- Speech by candidate announcing vice presidential running mate
- Press conference by party leaders with reaction to candidate's choice for vice president

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TEACHING GUIDE: TO DO AT HOME

NATIONAL CONVENTIONS: NOMINEE'S ACCEPTANCE SPEECH

Watch on C-SPAN: View the nominated candidate's acceptance speech LIVE on C-SPAN, without commercial interruption, editing or commentary.

Learn: In this speech, the candidate accepts the party's nomination and kicks off the general election campaign. The candidate speaks directly to a national audience projecting a message of party unity and seeking to reach voters of all political persuasions, in all parts of the country.

Discuss: What is the job of the president? What are the formal and informal qualifications? Review the qualities valued in a presidential nominee, listed on the **back of this card** and predict how a nominee will use the acceptance speech to state the case that he or she should be elected.

Extend the *National Conventions: Nominee's Acceptance Speech* mini-lesson
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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NATIONAL CONVENTIONS: NOMINEE'S ACCEPTANCE SPEECH

Discuss: Look for a demonstration of the following qualities in the nominee's acceptance speech.

Some qualities valued in a president:

- Vision, ideological integrity
- Leadership of political party
- Knowledge of issues
- Communication skills
- Personal charm
- Ability to prioritize
- Ability to show disapproval
- Ability to offer support

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FILING YOUR STORY

NATIONAL CONVENTION

Fill out this postcard and mail it back by **September 15, 2000**. The first 100 correct entries will win a Campaign 2000 prize.

Question: Who gave the keynote addresses at the Republican National Convention, the Democratic National Convention and the Reform Party Convention?

Answer: _____

Question: C-SPAN covered the Reform Party, Republican and Democratic Conventions. What was another national convention that was covered by C-SPAN?

Answer: _____

Question: What channels are C-SPAN and C-SPAN2 on in your cable system?

Answer: _____

We Want To Hear From You.

Please give us your feedback, suggestions and comments on C-SPAN's Campaign 2000 Educators' Guide.

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Name_____School_____

Address_____

Phone number _____ e-mail _____

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GENERAL ELECTION

Presidential Debates: When John F. Kennedy and Richard Nixon held the first televised presidential debate on September 26, 1960, they created a trend in modern campaigns. Today most of the major party candidates participate in debates. The effect of debates on voter decision is hard to measure. In 1987 the Commission on Presidential Debates was created to help administer presidential debates.

Election Day: Federal elections are held on the first Tuesday, after the first Monday in November on even-numbered years. The date was selected by Congress a century ago. One of the factors considered was the fact that by November the harvest would be in and farmers would have more free time to vote. Presidential elections are held every four years. It is on this date that the American public votes for its choice of president.

Electoral College: The president of the United States is officially chosen through the Electoral College—a group of delegates from each state pledged to a candidate. So when Americans cast their ballots, they are in actuality voting for a group of electors who promise to vote for their candidate. The number of delegates each state is allotted is equal to the number of representatives it has in Congress. For example, California has two senators and 52 representatives and so has a total of 54 electors.

Behind the Scenes with C-SPAN

"I like to think of C-SPAN coverage as a mirror. What we are doing is placing a huge mirror up on the wall and allowing the audience to look into it."
—Gary Ellenwood, Director of Field Operations

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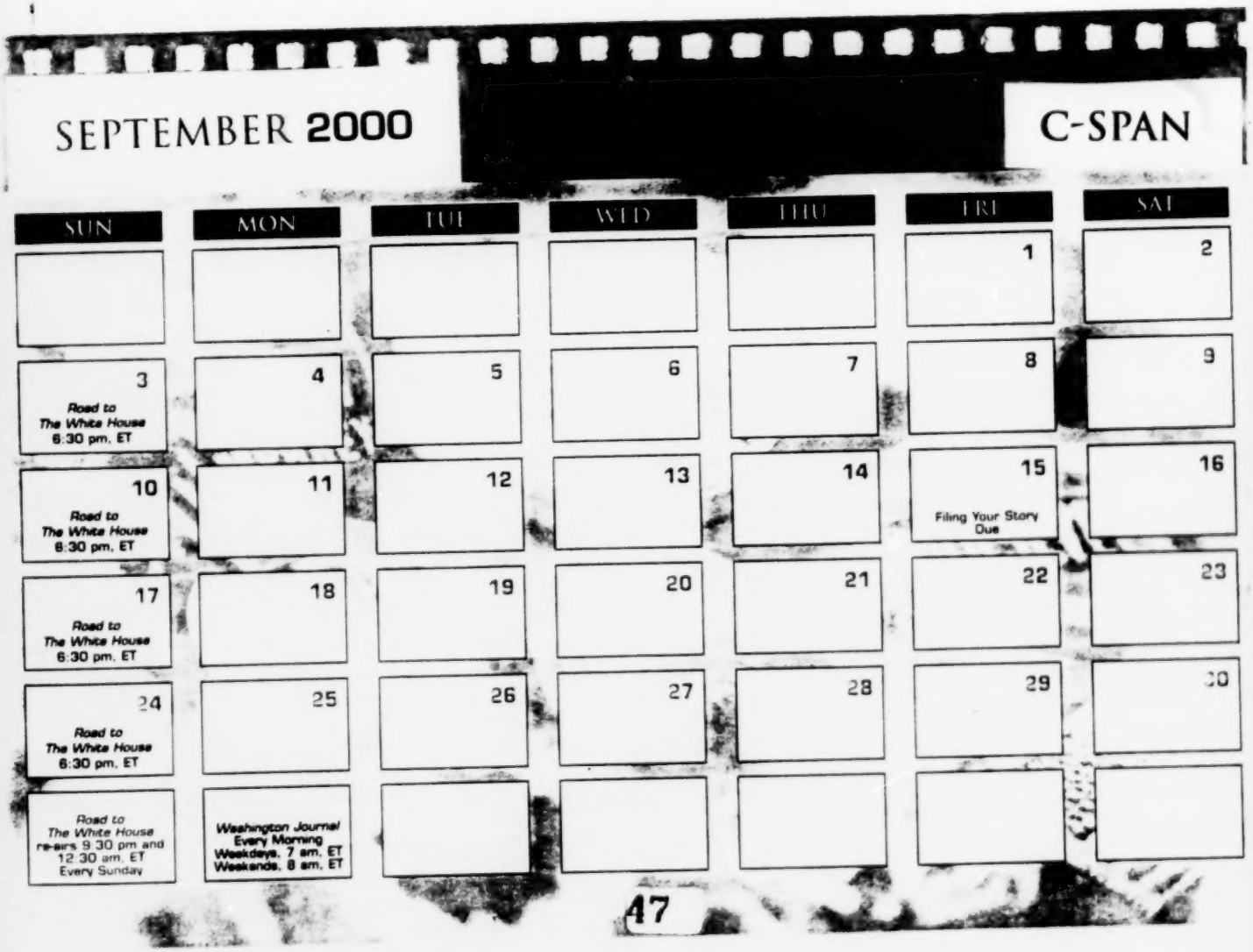

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OCTOBER 2000

C-SPAN

SUN	MON	TUE	WED	THU	FRI	SAT
1 *Road to The White House* 6:30 pm, ET	2	3	4	5	6	7
8 *Road to The White House* 6:30 pm, ET	9	10	11	12	13	14
15 *Road to The White House* 6:30 pm, ET	16	17	18	19	20	21
22 *Road to The White House* 6:30 pm, ET	23	24	25	26	27	28
29 *Road to The White House* 6:30 pm, ET	30	31				
Road to The White House re-airs 9:30 pm and 12:30 am, ET Every Sunday	***Washington Journal*** **Every Morning** **Weekdays, 7 am, ET** **Weekends, 8 am, ET**					

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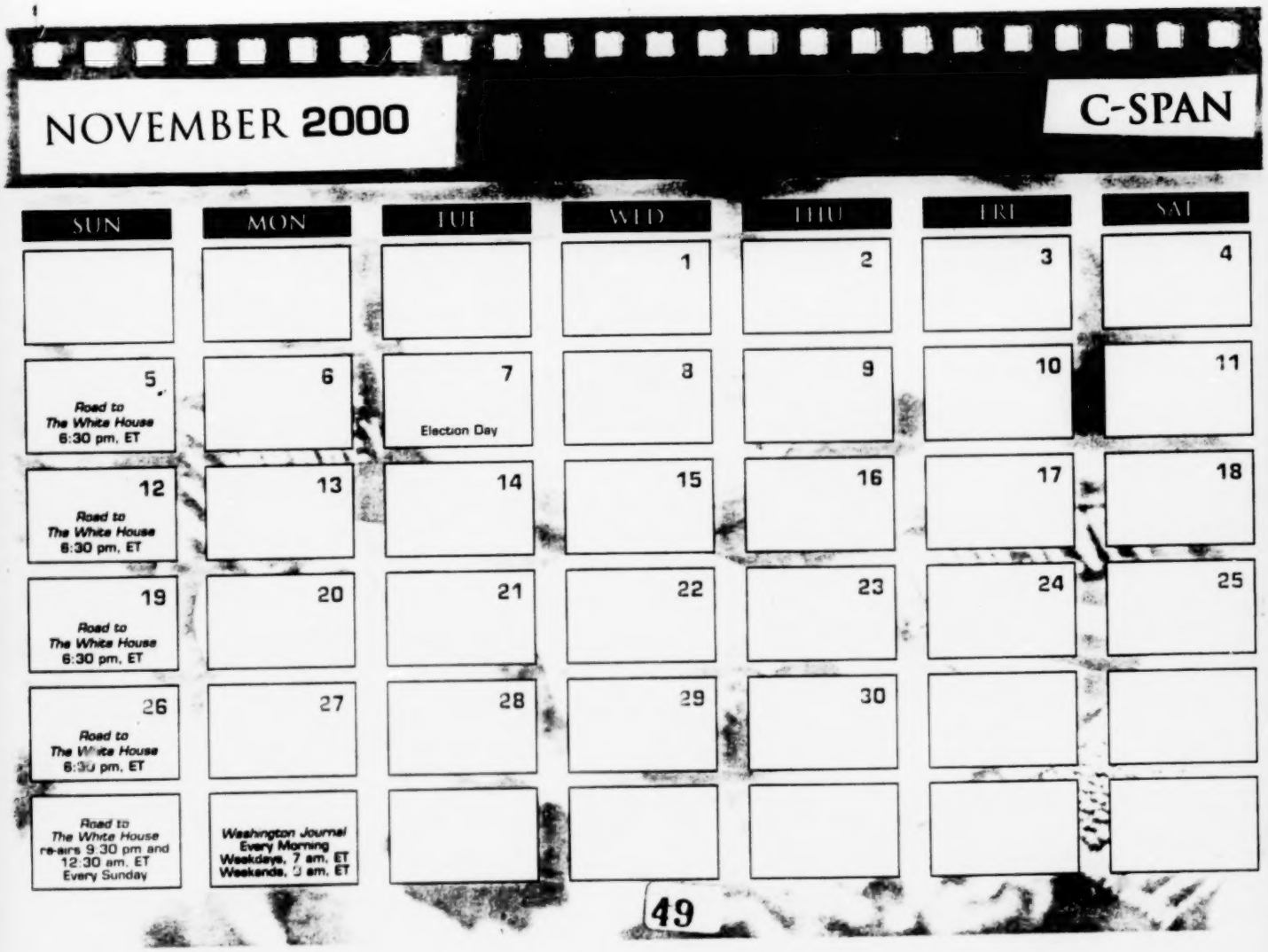

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DECEMBER 2000

C-SPAN

SUN	MON	TUE	WED	THU	FRI	SAT
					1 Filing Your Story Due	2
3 *Road to The White House* 6:30 pm, ET	4	5	6	7	8	9
10 *Road to The White House* 6:30 pm, ET	11	12	13	14	15	16
17 *Road to The White House* 6:30 pm, ET	18	19	20	21	22	23
24 *Road to The White House* 6:30 pm, ET	25	26	27	28	29	30
31 *Road to The White House* 6:30 pm, ET	*Road to The White House* re-airs 9:30 pm and 12:30 am, ET Every Sunday	*Washington Journal* Every Morning Weekdays, 7 am, ET Weekends, 8 am, ET				

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JANUARY 2001

C-SPAN

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7 *Road to The White House* 6:30 pm, ET	8	9	10	11	12	13
14 *Road to The White House* 6:30 pm, ET	15	16	17	18	19	20 Inauguration Day
21 *Road to The White House* 6:30 pm, ET	22	23	24	25	26 Filing Your Story Due	27
28 *Road to The White House* 6:30 pm, ET	29	30	31			
Road to The White House re-airs 9:30 pm and 12:30 am, ET Every Sunday	*Washington Journal* Every Morning Weekdays, 7 am, ET Weekends, 8 am, ET					

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TEACHING GUIDE

GENERAL ELECTION: PRESIDENTIAL DEBATES

Watch on C-SPAN: LIVE coverage of the presidential debates including debate previews, in their entirety without commercial interruption.

Learn: Debates have not always been a part of presidential campaigns. With the advent of television, they have become an important event in presidential elections. The public can observe the candidates side by side, communicating directly with one another, expressing ideas, outlining their different qualifications and views. What can a voter learn about a candidate through a debate? Watch the debates on C-SPAN to learn more about the candidates.

Discuss: Use the **back of this card** to anticipate and review with students some observations they can make by watching the candidates debate. How can a viewer "observe" various character traits or judge credibility?

Extend the ***Presidential Debates*** **mini-lesson**
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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GENERAL ELECTION: PRESIDENTIAL DEBATES

Discuss: In a debate format, look for these and other traits. What will these qualities look and sound like?

- Credibility:
- Ability to Listen:
- Fairness:
- Leadership:
- Creativity:
- Intelligence:

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TEACHING GUIDE

ELECTION DAY

Watch on C-SPAN: C-SPAN's comprehensive coverage featuring election day events, results and interviews with journalists from across the country.

Learn: Candidates campaign right up until election day. Watch C-SPAN and note the last-minute campaign efforts to:

- reach out to undecided voters
- appear with front-running gubernatorial or congressional candidates
- visit key electoral states
- increase national television advertising
- encourage voter turnout

Discuss: What predictions do you have for election day? Predict which candidate will win the electoral votes in every state. Watch C-SPAN election day coverage. Review what you have learned about the candidates and their campaign to make your predictions. Add up the electoral count. Use the **back of this card** for a breakdown of states and electoral votes. Who will win the election?

Extend the *Election Day* mini-lesson
www.c-span.org/classroom

- Print out an additional classroom activity.
- Report or view classroom results.
- Identify C-SPAN programs, archived or upcoming, that can be used to study this issue.

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ELECTION DAY

ELECTORAL VOTES BY STATES
TOTAL: 535. MAJORITY NEEDED TO ELECT: 270

Alabama - 9
Alaska - 3
Arizona - 8
Arkansas - 6
California - 54
Colorado - 8
Connecticut - 8
Delaware - 3
District of Columbia - 3
Florida - 25
Georgia - 13
Hawaii - 4
Idaho - 4
Illinois - 22
Indiana - 12
Iowa - 7
Kansas - 6
Kentucky - 8
Louisiana - 9
Maine - 4
Maryland - 10
Massachusetts - 12
Michigan - 18
Minnesota - 10
Mississippi - 7
Missouri - 11
Nebraska - 5
Nevada - 4
New Hampshire - 4
New Jersey - 15
New Mexico - 5
New York - 33
North Carolina - 14
North Dakota - 3
Ohio - 21
Oklahoma - 8
Oregon - 7
Pennsylvania - 23
Rhode Island - 4
South Carolina - 8
South Dakota - 3
Tennessee - 11
Texas - 32
Utah - 5
Vermont - 3
Virginia - 13
Washington - 11
West Virginia - 5
Wisconsin - 11
Wyoming - 3

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FILING YOUR STORY

GENERAL ELECTION

Fill out this postcard and mail it back by **December 1, 2000**. The first 100 correct entries will win a Campaign 2000 prize.

Question: What was one issue that was discussed during the presidential debates?
Answer: _____

Question: What sort of programming does C-SPAN show after the presidential debates?
Answer: _____

Question: What channels are C-SPAN and C-SPAN2 on in your cable system?
Answer: _____

We Want To Hear From You.
Please give us your feedback, suggestions and comments on C-SPAN's Campaign 2000 Educators' Guide.

_____

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Name_____School_____

Address_____

Phone number _____ e-mail _____

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FILING YOUR STORY

GENERAL ELECTION: ELECTORAL COLLEGE

Fill out this postcard and mail it back by **January 26, 2001.** The first 100 correct entries will win a Campaign 2000 prize.

Question: How are the electoral votes carried in?
Answer: _____

Question: Who oversees the official counting of the electoral votes?
Answer: _____

Question: Where does the counting of the electoral votes take place?
Answer: _____

Question: What channels are C-SPAN and C-SPAN2 on in your cable system?
Answer: _____

We Want To Hear From You.
Please give us your feedback, suggestions and comments on C-SPAN's Campaign 2000 Educators' Guide.

_____

_____

Name_____School_____

Address_____

Phone number _____ e-mail _____

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